THE MINISTER OF STATE IN THE MINISTRY OF HOME AFFAIRS (SHRI SUBODH KANT SAHAY): (a) to (c). The information is being collected and will be laid on the Table of the House.

Advertisements by Delhi Police

1530. SHRI SHAMIM HASMI: Will the Minister of HOME AFFAIRS be pleased to state:

(a) whether Delhi Police have been putting a large number of advertisements in newspapers inviting public to send suggestions etc;

(b) the expenditure incurred thereon during the last three years, year-wise;

(c) which advertising agencies handled these jobs and the details of payments made to them for the above period;

(d) whether impact of these advertisements has been evaluated and if so, the details thereof; and

(e) whether the CAG would be asked to look into the matter and determine as to whether all norms were followed including award of contract to private advertising firms in preference to DAVP ?

THE MINISTER OF STATE IN THE MINISTRY OF HOME AFFAIRS (SHRI SUBODH KANT SAHAY): (a) Yes, Sir.

(b) (i) 1987-88 Rs. 3, 55, 538. 00
(ii) 1988-89 Rs. 57, 02, 683. 88
(iii) 1989-90 Rs. 95, 75, 501. 60

(c) The information is contained in the enclosed statement.

(d) The police have got a survey conducted through a private agency which shows that the compaign has been educative and constructive.

(e) The police have reported that payment is made to the newspapers on rates approved by DAVP.

There is no proposal under consideration at present asking the CAG to look into the matter.

Statement

Name of Agencies	1987-88	1988-89	1989-90
	Rs.	Rs.	Rs.
M/sSista'sPvt. Ltd			25, 70, 710. 00
M/sMega Corp International Pvt. Ltd., Delhi			49, 58, 359. 00
M/sSpeer Communication Pvt., Ltd.. Delhi		42, 43, 543. 00	8, 85, 748. 00
M/s New Film Addicts Pvt. Ltd., Delhi			4, 70, 750. 00
NJWS P. ip: r Agencies, Djlhi.	. 3, 55, 538. 00	14, 59, 140. 88	6, 89, 934. 60
TOTAL:	3, 55, 538. 00	57, 02, 683. 88	95, 75, 501. 60